



Sophomore Clothes

CHICAGO.

Clothes for Men of Action

Dashing in Style—Graceful in Drape
All Wool—Tailored by Experts

Guaranteed in Service

EVERY man, particularly every young man, ought to give special thought and attention to his wearing apparel—his personal appearance. Only the millionaire and the genius can afford not to. Clothes are the expression *without*, by which men and women judge the character *within*.

Careful attention to this matter of appearance, and the "first impression," no longer means luxury and extravagance:

Sophomore Clothes are an asset that pay big dividends to all men investing in them—dividends in style, wear and economy, dividends in respect, recognition and prestige.

Sophomore Clothes are manufactured by one of the largest, best known and most reliable up-to-date clothes builders.

They mark a new era in successful clothescraft; establish a new standard of excellency and economy in correct and stylish dress for men.

Sophomore Clothes fit and the fit you get when you try them on is lasting.

Both ourselves and the Manufacturer guarantee this. Should you find you were disappointed in them even after you had worn them, we will give you your money back.

Sophomore Clothes are made by many tailors, each an expert in his particular work—each sewing into every stitch and pressing into every seam, a big overflowing measure of satisfaction. This satisfaction grows as time and service bring out the merits of the clothes.

One tailor may be an expert in the moulding of a perfect shoulder—another in the shaping of a graceful lapel—another in the sewing in of the lining—another in some other operation, but the tailor who can maintain an expert standard of perfection throughout is a rarity, and his prices are beyond the resources of the average man.

Sophomore Clothes serve our interests best because through them we best serve you. We had our choice of all lines, but chose Sophomore Clothes as being, from our own experience, best qualified to meet the demands of dressy men.

• Graceful and exclusive in style—with free flowing lines—distinctive patterns, and supported by a quality of tailoring and woollens that make for style permanency, value and satisfaction.

Don't think you are under obligation to buy if you ask to see Sophomore Clothes. Let us show them to you anyway.

You will find them well worth looking at

Sold
Only by

SOL I. BERG,

206 San
Antonio Street